

Bloomberg Initiative to Reduce Tobacco Use

STOP, A Tobacco Industry Watchdog

RFP Questions & Answers

Updated April 2, 2018



Headlines:

- Please submit one proposal on behalf on one, two, or three organizations applying together. Each proposed partner organization should submit one budget template.
- Main partners may issue sub-grants and sub-contracts. However, only 3 main partners are allowed per proposal. At least one of these main partners needs to be from a low- or middle-income country (LMIC).
- The STOP Initiative should plan to produce frequent, useful, public-facing reports that will be effective in communicating findings of the STOP work; applicants should submit their proposed approach to these reports.
- LMIC definition: For LMIC eligibility, we use the World Bank income categorization (<https://datahelpdesk.worldbank.org/knowledgebase/articles/906519>). Any country in Low, Lower Middle, or Upper Middle income groups is considered an LMIC. NGOs and Universities based in these countries will be considered as an LMIC applicant for the purposes of the STOP proposal process.

Questions below retain the original phrasing, except where we have reworded to preserve anonymity.

Question	Answer
The RFP for the new STOP initiative states that the call is open to NGOs and academic organizations. Can intergovernmental organizations such as UN agencies apply as well, if not as lead applications, then as co-applicants within a consortium?	No, bilateral, multilateral, and intergovernmental orgs are not eligible to apply as lead or co-applicants.
1. Public Reports - frequency, structure, content - is this meant by periodical reports to be sent to BI on the status of the project activities and progress? 2. Collaboration with BI sub-grants - please clarify on this. 3. Of the two referees can one person be from another country who knows well of the organization and its activities?	1. Public reporting is not for Bloomberg Philanthropies reporting purposes but rather for publicly-released reports. 2. Collaboration: please see this webpage for information about the Bloomberg Initiative sub-grants: https://tobaccocontrolgrants.org/ ; this sub-grants program exists to support NGOs and governments to implement MPOWER policies. We expect that the awarded organization(s) for STOP would collaborate with these organizations. In your proposal, please let us know your ideas about how best to do this. 3. Yes, the references can be from any country.

Question	Answer
<ol style="list-style-type: none"> 1. Does the proposal cover infrastructure rentals? 2. Does the proposal cover project vehicle or fuel? 	<ol style="list-style-type: none"> 1. This would depend on the type of infrastructure rental being proposed. Please be transparent in the proposal with respect to the purpose of the rental. In general, infrastructure rentals to support, for example, office space, should be covered by the indirect costs, but activity-specific infrastructure may be able to be covered under the grant. 2. Yes, if the vehicle and/or fuel is necessary to complete proposed project activities.
<ol style="list-style-type: none"> 1. Is this call for one comprehensive global hub/repository to track tobacco industry tactics? 2. How many grants/sub-grants are likely to be awarded? 3. Is it essential that the scope of the proposal is international/global/multi-country? Can national level work for one country, be eligible for this RFP? 4. Among the three partner organisations that apply jointly, can all be from the same country (LMIC)? 5. Is there any scope to integrate research into the planned activities, since academic organisations are eligible to apply, along with non-government organisations? 	<ol style="list-style-type: none"> 1. Yes. 2. Please submit one proposal on behalf on one, two, or three organizations applying together. Each proposed partner organization should submit one budget template. The proposal does allow for the one, two or three partner organizations to do sub-granting if needed. 3. No, national-level work from one country is not eligible. This is meant to be a global initiative. 4. Yes, all partner organizations can be from the same country. But in every proposal, at least one co-applicant must be from a LMIC. 5. Yes, research activities are possible, but they should be directly relevant to the central goal of the initiative.
<p>Can organizations submit more than one application?</p> <p>Can an organization submit an application and also be a member of a second group of partners submitting a separate application?</p>	<p>There is no limit on the number of proposals per organization.</p>
<p>Please clarify if the Arabic Population in Israel can be considered as LMIC (low and middle income) or if a partnership with a Palestinian Authority organization can consider partnering with LMIC organization? <i>[portions of submitted question have been reworded/omitted to retain anonymity]</i></p>	<p>For LMIC eligibility, we use the World Bank income categorization (https://datahelpdesk.worldbank.org/knowledgebase/articles/906519). Any country in Low, Lower Middle, or Upper Middle income groups is considered an LMIC. NGOs and Universities based in these countries will be considered as an LMIC applicant for the purposes of the STOP proposal process.</p>
<ol style="list-style-type: none"> 1. In addition to the 1-3 lead organizations, can the application include sub-awards/subcontracts with secondary organizations/companies? 2. Should the priority be on the priority countries for the Bloomberg Initiative to Reduce Tobacco Use, on all LMICs, or are there no particular priority countries or regions? 	<ol style="list-style-type: none"> 1. Yes, the proposal can include sub-awards. 2. No, the only priority is that there is monitoring and evidence provided on LMICs and HICs. We do not have priority countries for this initiative.

Question	Answer
<ol style="list-style-type: none"> 1. Regarding the stated limitation of 3 organizations per single submission, does this limitation include the engagement of other partners through other contractual mechanisms (ie consultancy, procurement or other means)? 2. Aside from one partner being in an LMIC, does any portion of the total award need to be reserved for local grants? 3. Are there LMIC countries or regions that are of a particular focus or is the focus primarily global in nature? 	<ol style="list-style-type: none"> 1. No, the limitation only includes the organizations applying as leads. You can have other partners through other contractual mechanisms (like sub-grants or consultancies). 2. No, there is not a local grants program but the awardee(s) will be required to collaborate with the sub-grants program currently run by Campaign for Tobacco-Free Kids and International Union Against Tuberculosis and Lung Disease: https://tobaccocontrolgrants.org/ 3. This is a global initiative that needs to make sure there is monitoring and evidence provided on LMICs and HICs.
<p>The solicitation indicates that there will be a 15% cap on indirect rates. Would Bloomberg entertain a proposal submission with full indirect rates predicated upon a negotiated indirect rate agreement? <i>[portion of submitted question has been omitted to retain anonymity]</i></p>	<p>Bloomberg Philanthropies' approved indirect cost rate on grants is 15%. If a submitted proposal requests an indirect cost rate greater than 15%, this request will be considered but not guaranteed.</p>
<ol style="list-style-type: none"> 1. What does the Budget descriptor 'Grants' actually mean? 2. Does each partner organisation need to complete a separate Budget sheet or can we use one overall? 1. Can for-profit partners participate handling mainly the dissemination piece in partnership with a non-profit leading the work? 2. What success models would Bloomberg Philanthropies point to around their tobacco watchdog work to date, both domestically and globally? 3. Who have previous partners been? 	<ol style="list-style-type: none"> 1. "Grants" refers to any sub-grants the applicant is proposing. 2. Yes, each proposal should include a separate budget sheet for each partner. 1. For-profit organizations can participate as subcontractors of the up-to-3 main partners, but not as a main partner themselves. 2. We are hopeful that the applicant will advise about what models of success are relevant for this work. 3. Please see our website for a list of our current tobacco control partners: https://www.bloomberg.org/program/public-health/#tobacco-control
<p>We [currently document] tobacco advertising from the US as well as lower and middle income countries. We do not at present have projects in these countries. Do you have to have partners in LMIC to apply for the project? <i>[portions of submitted question have been reworded/omitted to retain anonymity]</i></p>	<p>Yes, you must have at least one LMIC partner.</p>
<ol style="list-style-type: none"> 1. <u>Size:</u> How many projects do you expect to fund? Are you interested in one major project that could provide a global infrastructure for and capacity building in tobacco industry monitoring, research and accountability and could, for example, be run alongside and in support of other smaller projects? 2. If so, are you open to it including more than 3 organisations in such a project? 	<ol style="list-style-type: none"> 1. We expect to fund one global initiative with one, two, or three partners. The initiative may have as many parts as needed to accomplish the core objective, and sub-granting is permitted. 2. However, we do not want to have more than 3 main partners, at least one of which must be from an LMIC.

Question	Answer
<p><u>Number of organisations and subcontracts/sub-grantees:</u> You mention having up to 3 partners, one in a LMIC:</p> <ol style="list-style-type: none"> 1. Is 3 partners an absolute limit? 2. If so, is it ok if the 3 partners include more than 3 organisations? For example, could one 'partner' be 2 universities working jointly with one sub-contracting to the other? 3. Are you anticipating that the 3 organisations include one or more of the Bloomberg partners, or can the links to the Bloomberg partners be in addition to the 3 partner organisations? 4. If the Bloomberg partner(s) are to be included, could one 'partner' be a consortium of Bloomberg partners? 	<ol style="list-style-type: none"> 1. Yes, 3 partners is an absolute limit. Sub-granting is permitted if needed, but there is a limit of 3 for the main partners. 2. One NGO or university would be considered one partner. However, sub-granting is permitted. 3. There is no requirement that the STOP partnership includes a current Bloomberg Initiative partner, though current BI partners are eligible. If a BI partner is included, this counts as one of the 3 partner organizations. 4. Even in the case of BI organizations, one NGO or university would be considered one partner.
<ul style="list-style-type: none"> • Do you expect the STOP project to contract with sub-grantees and build & support its own network of organisations (eg universities and NGOs) working in this area or do you anticipate it instead working through and with BI sub-grantees? If the latter, are you open to new organisations applying for BI grants? • We assume it is ok to contract in external expertise or to allocate a budget for such expertise to be commissioned as needed. (eg legal (libel) review of reports prior to publication). Pls clarify. • In terms of the media and comms work: is your preference for the awardees to work with BI partners or to contract with new organisations. 	<ul style="list-style-type: none"> • STOP should plan to coordinate with the current BI sub-grants program, which will have dedicated funding in relevant areas. • Yes, sub-granting is permitted. • The applicant should propose the strongest approach to media and communications work – either BI partners or new partners are appropriate to suggest.
<p><u>Database versus repository:</u> You mention, at different points in your documentation, both a database and a repository... Is the priority [a database], and [a repository] could be an add-on if funds permit? <i>[portions of submitted question have been reworded/omitted to retain anonymity]</i></p>	<p>We are interested in an online resource that points out tobacco industry activities that is searchable, useable, analysable, and publicly available. The applicant can propose the best ways to do this, including enhancing existing approaches.</p>
<p><u>On the reports:</u> Do you want the funded project to produce these (and therefore to include costs of production) or do you anticipate the STOP project collaborating with existing Bloomberg partners to produce reports as we have done in the past? <i>[portions of submitted question have been reworded/omitted to retain anonymity]</i></p>	<p>The STOP initiative should plan to produce useful, public-facing reports that will be effective in communicating findings of the STOP work.</p>

Question	Answer
<p><u>Focus:</u></p> <ul style="list-style-type: none"> • Do you want a particular focus on the Bloomberg priority countries? • We believe that to effectively address tobacco industry interference a number of activities are required and many of these are detailed in your RFP. However, one activity that is not specified is research. In our experience monitoring & investigation alone is insufficient and in-depth research is sometimes required. Are you open to this being included? 	<ul style="list-style-type: none"> • No, the only priority is that there is monitoring and evidence provided on LMICs and HICs. We do not have priority countries for this initiative. • Yes, research activities are possible but they should be relevant to the central goal of the initiative which is to have applied, impactful, global work to document and publicize industry activities.
<p><u>Application:</u></p> <p>Are we able to include appendices (eg diagrams) outside of the main 15-page application?</p>	<p>All materials need to be included within the 15-page limit. We will not accept appendices.</p>
<p>PARTNERS AND ROLES</p>	
<ol style="list-style-type: none"> 1. May partners of BI be invited/ involved as co-proponents or partners? <i>[portions of submitted question have been reworded/omitted to retain anonymity]</i> 2. If BI grantees are named as contributors or allies in the proposal, can it be assumed that they will be funded by BI or current funders? (e.g. local NGO working on TI monitoring, can be expected to or asked to submit monitored data to the STOP grantee using their existing grant) Otherwise, can the STOP grantee provide supplemental funding for these organizations? 3. Is there a restriction as to whether the coordination with BI grantees will be at the funder level or directly with local NGO (Ideally, direct to the local NGO is ideal as it also helps build local capacity) 	<ol style="list-style-type: none"> 1. Yes, current BI partners are eligible as co-applicants. 2. STOP should plan to coordinate with the current BI sub-grants program, which will have dedicated funding in relevant areas. The STOP grantee can sub-grant funds to NGOs for specific purposes related to the STOP project. 3. STOP should plan to focus on work to identify and publish tobacco industry activities and interference. Collaborating with local NGOs and any other partners needed to achieve this goal is acceptable.
<p>MEDIA</p>	
<ol style="list-style-type: none"> 4. Can third parties (ad/PR agencies) be hired to execute part of the media strategy/ communication plan? 5. Is paid traditional media covered (radio tv print) at country and global levels? 	<ol style="list-style-type: none"> 4. Yes, but these would be sub-grants of the up-to-3 main partners. 5. If the applicant proposes that traditional media be included as part of STOP activities, then the applicant needs to articulate how this will be paid for. There are no separate funds dedicated to paid traditional media.
<p>COLLABORATION</p>	
<ol style="list-style-type: none"> 6. The guidelines say to "Assist with connecting watchdog findings to Bloomberg Initiative Sub - Grants program on country - Level work supported through currently-funded Bloomberg Initiative partners." Is this a restriction in terms of countries which the STOP project can cover? 	<ol style="list-style-type: none"> 6. No, the only priority is that there is monitoring and evidence provided on LMICs and HICs. We do not have priority countries for this initiative.

Question	Answer
7. If countries that are not funded by BI are identified due to strategic function, or by request of government, can the STOP project cover the monitoring work for such a country (adhoc team only? or establishment of a more permanent/reliable institution like an observatory?)	7. Yes, the STOP initiative should aim to be global. Monitoring and evidence should be provided for LMICs and HICs. We do not have priority countries for this initiative.
BUDGET	
8. Is there a budget restriction for staffing (e.g. percentage of total budget)?	8. We do not have a specific budget restriction on staffing or any specific percentage of total budget. The applicant should propose an allocation that will support success of the activities.
9. Is there a budget limit for grants and contracts?	9. We do not have a specific budget restriction on grants and contracts or any specific percentage of total budget. The applicant should propose an allocation that will support success of the activities.
10. Can a separate budget line be set aside for monitoring and evaluation? Can it be done by a third party?	10. There will be a separate monitoring and evaluation mechanism for STOP. This does not need to be included in the budget request.
OWNERSHIP	
11. Will the copyright on data collected and processed/reports under the STOP project be owned by STOP or BI or will creative commons license or other licensing rule apply?	11. Ownership of materials, data collected and reports created under the project will remain with the applicant. The applicant will be required to grant Bloomberg Philanthropies a broad license to use and reproduce any work create under the STOP project, which will be described in the grant agreement.
OTHERS	
12. Should the proponent be from BI countries or LMICs?	12. At least one of the up-to-3 applicant partners should be from an LMIC. We do not have priority countries for this initiative nor for the applicants.
13. Should a potential country/regional contact (eg NGO) submit a separate STOP proposal that is in line with a "mother proposal" that has been submitted or should all organizations planning to work together submit one joint proposal?	13. Please submit one proposal on behalf on one, two, or three organizations applying together. Each proposed partner organization should submit one budget template.
14. The FCTC Conference of the Parties (COP) decided in 2016 to establish a Knowledge Hub (KH) on Article 5.3 and the KH is mandated to coordinate with/ develop existing and to be-established "observatories" or in-country/regional institutions that will monitor and report on tobacco industry tactics. The KH has the opportunity to formally report its findings to the COP through the FCS and potentially influence global policy. Does the STOP have any reservations in supporting the creation of such institutions that will be linked directly with the treaty Secretariat and the treaty process?	14. The applicant can (and should) propose the best way to link with existing tobacco industry monitoring organizations or initiatives.

Question	Answer
15. Can the proponents pick a policy advocacy focus, eg implementation of Article 5.3 (for instance, preventive-proactive measures found therein) or is the tobacco industry expose only meant to support existing advocacy goals outlined in current projects?	15. The applicant(s) can propose focus areas that best support the initiative's goals, which are to have applied, impactful, global work on monitoring industry activities.
16. Can joint ventures (JV) with articles of incorporation/ corporate papers apply? Will the JV participants' track record be taken into account in evaluating the JV's capacity?	16. The applicant(s) must be NGOs or universities. Sub-grantees for subcontracts for the applicant(s) are not subject to these restrictions.